



## Committed to **HEALTHY COMMUNITIES**

### **Dow and International Aid Announce Partnership to Address Global Water Crisis**

More than one billion people across the developing world lack access to safe water and nearly 5,000 children die each day from a host of water-borne diseases. In a unique partnership, Dow and leading healthcare agency [International Aid](#) have teamed up to advance IA's worldwide safe water campaign and Dow's commitment to global [environmental sustainability](#). Working with Michigan-based Cascade Engineering, Dow will supply 2.1 million pounds of high density polyethylene over the next three years toward the manufacture of 300,000 HydrAid™ BioSand water filters. The seven-pound plastic filters will replace traditional 300-pound concrete filters, transforming the current filtration method from a cumbersome, hard-to-maintain system to an accessible, easy-to-install household staple in rural villages.

### **Dow Develops Progressive Community Success Model**

Community outreach has been an essential element of Dow since its founding in 1897. In 2006, Dow set a 10-year goal that every one of its strategic presence sites will have achieved individual community acceptance ratings based on the establishment of local goals. To achieve this goal, data is collected through an anonymous community assessment to define major quality of life issues according to local community members. Issues identified to date include environment, economy, educational needs and leisure opportunities. A [community success](#) plan incorporating these issues is then developed through a collaborative process by Dow site leadership, Community Advisory Panels and other community stakeholders. The first three pilot sites, which are now in the implementation phase with their community success plans, are Terneuzen, the Netherlands, Bahía Blanca, Argentina, and Pittsburg, California, U.S. For the complete story, see pages 6-7 of [March 2008 Around Dow](#).

### **Recent Contributions to Literature**

Dow's Epidemiology publications provide technical expertise and address health-related issues in the Dow community. Recent contributions to literature include:

- Evaluating Emerging Issues in Epidemiology. *Reg Toxicol Pharma* 2007; 48: 296-307.
- Factors Related to Dioxin and Furan Body levels Among Michigan Workers. *Organohalogen Compounds* 2007; 69: 2079-2082.
- Cancer Rates and Serum Dioxin Levels Among Chlorophenol Workers with Chloracne. *Organohalogen Compounds* 2007; 68: 2075-2078.
- Death Rates Among Workers Exposed to Higher Chlorinated Dioxins in the Manufacture of Pentachlorophenol. *Organohalogen Compounds* 2007; 69: 2071-2074.
- Death Rates Among Workers Exposed to 2,3,7,8-TCDD in the Manufacture of Trichlorophenol. *Organohalogen Compounds* 2007; 69: 2067-2070.
- Exposure Reconstruction for a Dioxin-Exposed Cohort: Integration of Serum Sampling Data and Work Histories. *Organohalogen Compounds* 2007; 69: 2063-2066.
- Mortality Study Update of Acrylamide Workers. *Occup Environ Med* 2007; 64: 396-401.
- Serum Concentrations of Chlorinated Dibenzo-p-dioxins and Dibenzofurans Among Former Michigan Trichlorophenol and Pentachlorophenol Workers. *J Expo Sci Environ Epidemiol* 2007; 17: 541-548.

## Committed to **HEALTHY EMPLOYEES**

### **Employees around the Globe Are on the MOVE**

MOVE for Good Health is a year long physical activity challenge that encourages and inspires Dow employees to increase their level of physical activity. Participants are or work toward being physically active 30 minutes a day at least three times/week throughout the year. Over **4,000** employees from around the globe have registered – with greater China registering over 400 participants in three days!

# Committed to **Health**

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## Dow and Employees Collaborate for Healthy Results



Dow is creating a culture of **good health** by providing extensive health benefits and services to employees and encouraging them to lead healthier lifestyles. The employees share in this culture by doing the rest! About 75 percent of Dow employees globally are engaged in at least one company sponsored health activity each year. The goal is to fight the three top challenges to personal health and well-being: obesity, tobacco use and lack of physical activity. More than 1,000 registrants from 10 countries participated in the Slim Down Weight Loss Challenge. Dow No Tobacco Day enticed 400 employees from 27 countries to give up tobacco for 24 hours. And H<sub>2</sub>O Go attracted 4,200

participants from 28 countries (in 11 languages) to be regularly active for 40 days. The result? Dow has seen a 14 percent reduction of people at high risk for health related issues and a four percent increase of people at low risk – a positive trend.

## Dow Brazil's VivaVida Health Program Highlighted at World Economic Forum

A case study highlighting Dow Brazil's health promotion program, VivaVida, was included in the "Working Towards Wellness: Global Examples" publication distributed at the January annual meeting of the [World Economic Forum \(WEF\)](#) in Davos, Switzerland. The WEF's [Working Towards Wellness](#) initiative presented a range of evidence to global leaders about the power of workplace wellness as a strategy to increase health and productivity. The mission of VivaVida, translated as "Enjoy Life," is to be a catalyst for changing behavior and strengthening the concept of health through a commitment to quality by employees, families and communities. Launched in 1992, the educational program informs and teaches people health improvement habits to help increase their quality of life. Over the years, VivaVida has developed a robust program resulting in tremendous participation rates (97% for at least one health service offering in 2006), external recognition/awards and the fostering of a strong health culture within the region.

## Dow's Disease Management Case Study Featured in Journal as Best Practice

Dow's integrated disease management activities in Latin America and South Africa are featured as a best practice case study in the leading article of the recent [Journal of Disease Management and Health Outcomes](#). In one case study, Dow took an individualized approach to managing employee disease and related health risks in Latin America which resulted in a 78 percent reduction in systolic blood pressure and an 81 percent reduction in diastolic blood pressure. Since the 2003 baseline, the case also has documented several other positive results including a 73 percent increase in physical activity and an 11 percent reduction in Body Mass Index (BMI) within the employee population. In another case, Dow implemented a comprehensive HIV/AIDS strategy in South Africa which kept the Dow employee HIV prevalence rate in South Africa below 5 percent into 2007 compared to 15–20 percent among other manufacturing companies. This strategy resulted in reduced costs to the corporation for medical insurance with overall savings of R2 million (\$US 283,000) compared with predicted costs. In addition, Dow medical costs and treatment schedules are now accepted without extra premium or loading and neither productivity nor absenteeism is adversely affected by HIV/AIDS. Dow has also experienced a steady decline in the HIV/AIDS-related death rate among its employees in South Africa, resulting in an increase in life expectancy from 44 to 48 years over the last four years.

## Dow's 2007 Health Strategy Yields Results

In 2007, Dow spent \$291 million on health care for U.S. active employees, retirees and their families. This is a 4 percent *decrease* in total spending from 2006 and only a 5 percent increase from 2003. Dow's Health Strategy, which emphasizes improved health and employee productivity as well as managing costs, is working. Since the 2004 inception of the Health Strategy, Dow has saved a cumulative \$56 million on health care costs. Dow's health care performance for 2007 has contributed \$.03/per share to the Company's scorecard in 2007.

## U.S. Employees Join Thousands in National President's Challenge

Numerous U.S. Dow employees have joined Eli Manning, Andy Roddick, Olympic gymnast Mary Lou Retton, the Surgeon General of Michigan and over 86,000 other Americans in the [National President's Challenge](#). Open to everyone, from children to seniors, the Challenge is designed to get America moving. Dow invites employees to join because participants are encouraged to live healthier lives by finding physical activities they really like to do. Participants choose from almost 100 different activities and are sure to find several they enjoy.